Best Data Center Provider

Winner

Equinix
Equinix

Equinix returns to the Waters Rankings winners’ circle as the best datacenter provider for 2016, making it three wins out of a possible six for the Redwood City, Calif.-based company, following a year of global expansion and acquisitions.

For datacenter operators, the name of the game is coverage; the best technology offering possible without a wide global reach is simply not an option. Equinix, which focuses entirely on datacenters without providing networking or cloud services, has spent much of the last year furthering its worldwide datacenter services and capabilities, through a dual approach of investing in its internal capacity and via external acquisitions.

Equinix now operates 145 International Business Exchange (IBX) datacenters in 45 global markets and one of its main strengths is the diverse ecosystem of players it has created throughout its datacenter campuses, with representatives trading every asset class across the buy and sell sides, as well as vendors spanning an array of solution types, and market and news data providers. The flexible nature of Equinix’s service means institutional clients are able to shop around among vendors, test out solutions and then choose the best fit without being locked in to a particular provider.

In response to increased regulatory and compliance pressures on financial services firms, Equinix has set about enhancing its existing facilities over the past year, as it continues to build up its presence in the UK at its Slough campus where development of its LD6 datacenter continues, with plans already being made for an LD7 facility. In July, Equinix announced that it would invest $113 million on the first phase of a new datacenter, AM4, at the Amsterdam Science Park in the Netherlands, one of the most network-dense locations worldwide. AM4 is expected to be in operation by the second quarter of 2017 at a total cost of $189 million.

In January this year, Equinix completed its $3.8 billion acquisition of UK-based counterpart Telecity Group, effectively doubling its European capacity by adding 40 datacenters across seven new markets in Europe—Bulgaria, Finland, Ireland, Italy, Poland, Sweden and Turkey—and approximately 1,000 former Telecity clients, including more than 200 network and mobility companies, and more than 300 cloud and IT services providers.

The Telecity deal follows on from last November’s acquisition of Tokyo-based managed datacenter services and connectivity provider Bit-isle for approximately $280 million, completed through Equinix’s Japanese subsidiary and boosting the firm’s number of datacenters in the region to 10.

—JB
Winners’ Circle

Investment and Expansion

At this year’s Waters Rankings, Equinix was once again named as the best datacenter provider. John Knuff, vice president of global ecosystems at Equinix, discusses some of the recent investments that the company has made to expand its global footprint.

Over the next 12 months, what will be the main challenges facing the industry that you’ll look to help address?

John Knuff, vice president of global ecosystems, Equinix: Initiatives around cost reduction and outsourcing of non-core services are a top priority. Most firms must evolve their IT environments to include more cloud services from multiple providers and they need better ways to interconnect these services so that they’ll function as a seamless whole. Equinix provides direct, private access to all the leading cloud service providers via our Equinix Cloud Exchange, enabling firms to deploy the right cloud for the right application. And we have an entire team that can assist with the inventory and prioritization of candidate applications and workloads, as well as provide guidance to re-architect into a multi-cloud environment. Specific to cloud, Equinix Professional Services for Cloud—or EPS Cloud, which was formerly Nimbo—provides extensive hybrid-cloud solutions and migration services, helping organizations adopt and integrate cloud technologies.

And looking at Asia, tell us about the recent announcements coming out of China and Japan, and beyond.

Knuff: In China, we have a very diverse customer base comprising the leading international financial services firms and our newly announced partnership with Datang Telecom will further expand our connectivity options for all Equinix customers in China. With the acquisition of Bit-isle in Japan, Equinix will have a total of 10 datacenters in Tokyo and two in Osaka. Asia was the fastest growing region last year and our expansion announcements in Jakarta and Sydney come at an important time for us.

Equinix has won this category three times in the last four years. What do you feel separates Equinix’s offering when compared to your competitors?

Knuff: Our customers tell us our service levels and responsiveness are far above the competition, and I would say that this is a major differentiator for Equinix. In fact, the sheer volume of activities at our datacenters is staggering.

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With the substantial investment you’ve made to the Slough, UK datacenter, and after the acquisition of Telecity, how will these moves help you to expand your coverage and offering?

Knuff: Equinix Slough continues to be an important hub for the global capital markets and our recent $3.8 billion investment to acquire Telecity extends our presence into several new markets, including Stockholm and Dublin.

Nasdaq just acquired Chi-X in Toronto and announced that you’re moving the new trading platform into Equinix TR2. Can you tell us about your investment in Toronto and what’s driving change in the Canadian market?

Knuff: We invested $42 million in the initial TR2 site and we estimate that we’ll invest over $100 million to fully build out the facility in five phases over the coming years. Yes, there’s been a steady stream of trading platforms announcing deployments in our TR2 facility—such as Nasdaq, the Canadian Securities Exchange, and Omega—and this is a direct result of regulations designed to encourage a more competitive trading market.
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Get the facts. Contact us at contact@equinix.com or 866.393.8447